

IN THE CLAIMS

Please amend claims 1, ~~9~~, and 16 by rewriting same to read as follows.

--1.. (Five Times Amended) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's geographical information selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to a geographic location;

second data storing means for storing said geographic location and for storing first attribute information so that said geographic location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing command means for accepting said commanding signal from said display commanding means selected by the user, for searching a geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information, corresponding to the geographical information selected by the user, using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information automatically with no input from the user using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

*E1
cont* said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

*E2
cont* --9. (Five Times Amended) An information providing apparatus including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographic location on said information displaying apparatus, the apparatus comprising:

*E2
cont* information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's geographical information selecting operation and outputting a commanding signal to have said information displaying means display the

information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to said geographic location;

second data storing means for storing said geographical location and for storing first attribute information, so that said geographical location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing commanding means for accepting said commanding signal from said display commanding means selected by the user, searching said geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information, corresponding to the geographical information selected by the user, displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information automatically with no input from the user using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--16. (Five Times Amended) An information providing method for providing information corresponding to a geographical location to a user information displaying apparatus via a network using a server, comprising the steps of:

pre-assigning a display commanding means with a unique identification code, for accepting a user's geographical information selecting operation and outputting a commanding signal to have said information displaying apparatus display the information when the display commanding means is selected by the user's selecting operation;

storing map drawing element data corresponding to geographical locations in first data storing means;

storing said geographical locations and storing first attribute information in second data storing means so that said geographical location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

accepting a commanding signal sent from a display commanding means selected by the user, searching a geographical location corresponding to the identification code pre-assigned to the information displaying means from the second data storing means, searching the map drawing element

data corresponding to the searched geographical location from the first data storing means, and controlling the information displaying means to draw map information, corresponding to the geographical information selected by the user, using the searched map drawing element data;

accepting the commanding signal sent from the display commanding means, searching an advertisement data from the third data storing means, and controlling the information displaying apparatus to display advertisement information automatically with no input from the user using the searched advertisement data;

R3 cont determining a correspondence relationship between the first attribute information and the second attribute information;

determining the second attribute information corresponding to the commanding signal sent from the display commanding means using the determined correspondence relationship in the step of determining a correspondence, and searching the advertisement data using the determined second attribute information; and

displaying both the map information and the advertisement information at a same display screen, the map information and the advertisement information being generated by the map